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President's Council on Physical Fitness & Sports
Washington, D.C. 20201

JUNE 1982

NEWSLETTER

President Lauds Council, Expands Its Role

The members and staff of the PCPFS and its medical consultants and special advisors recently were guests of President Ronald Reagan in the East Ballroom of the White House. Also attending the reception were Vice President and Mrs. George Bush, Secretary of Defense Caspar Weinberger, and Presidential assistants James Baker III, Michael Deaver, and Joseph Canzeri.

The President announced at the reception that earlier in the day he had signed Executive Order 12345 giving the PCPFS "additional responsibilities for amateur sport and sports medicine." Specifically, the new order directs the PCPFS to promote research in sports medicine, physical fitness, and sports performance; work with professional associations to develop sports medicine services; and assist recreation agencies and national sports governing bodies in developing "sports for all" programs.

In brief remarks to his guests, the President noted that "more people are exercising than ever before" and said this is due in large measure to the efforts of the President's Council. He said he has been especially pleased by the success of the Presidential Physical Fitness Award program, in which boys and girls can earn awards by passing a battery of physical performance tests.

The President said his own enthusiasm for sport dates from his youth, when he worked for seven summers as a lifeguard and competed in football and swimming in high school and college. "There is a well-equipped exercise room in the White House," he said, "and I try to use it each day."

(See PRESIDENT, Page 6)

Fitness Gets A Lift

President Reagan hardly works up a sweat during this impromptu iron-pumping exhibition at the White House reception for PCPFS members, staff, consultants and advisors. Enjoying it all here is George Allen, Council Chairman, who presented the chrome-plated weights to the President and was told, "these are easier than the budget."

Cranston Loves to Run

Runner's World magazine during a recent interview with California Sen. Alan Cranston asked him why he runs and he replied:

"I run because I enjoy the feeling it gives me. I love movement and I love competition. I always have. Running helps me stay in shape for the vigorous routine that is a big part of being in the U.S. Senate."

HE 20. 109:

NEW EXEC ORDER ON FITNESS

Council Gears Up to Meet White House Goals

The Executive Order issued by President Reagan in February directs the PCPFS to "enlist the active support and assistance of individual citizens, civic groups, private enterprise, voluntary organizations, and others in efforts to promote and improve the fitness of all Americans through regular participation in physical fitness and sports activities." Following is a partial listing of current PCPFS programs developed to further these objectives:

Presidential Physical Fitness Awards. A performance testing and incentive program for boys and girls, ages 10–17 years.

Presidential Sports Awards. A recognition and incentive program for persons aged 15 years and older.

Publications. A variety of personal and institutional booklets and pamphlets, plus two periodicals, the *PCPFS NEWSLETTER* and *PHYSICAL FITNESS/SPORTS MEDICINE*. Publications list available on request.

Fitness Coalition. A cooperative effort by the PCPFS and the National Recreation and Park Association to promote fitness through recreation.

Explorer Olympics. A competitive sports program sponsored by the Boy Scouts of America, with the cooperation of the PCPFS and the United States Olympic Committee.

Youth Sports Forum. A leadership training program sponsored by the National Recreation and Park Association and the PCPFS and endorsed by the American Park and Recreation Society. July 19–21 in Palatine, IL.

Physical Fitness Trails. A grant program to aid communities, schools, and others in developing exercise trails. Funded by Wells Fargo Bank, with technical assistance from the PCPFS. Information available from: The Gamefield Concept, 2088 Union Street, San Francisco, CA 94123.

School Sports Funding Survey. A study by the American Sports Education Institute and the PCPFS.

Future's Symposium. A study of the status and needs of physical education and recreation. Sponsored by the PCPFS, the Charles Stewart Mott Foundation, and the Flint, Michigan, Community Schools.

Amateur Sports Liaison. A program to strengthen Federal services relating to sport and to coordinate the sports activities of Federal agencies. Under the direction of a new PCPFS Office of Sports Administration.

Physical Fitness Through Physical Education. A program to develop instructional films and teaching guides. A joint effort by the PCPFS, Blue Cross/Blue Shield Plans, and Walt Disney Education Media Company.

Governors' Councils on Physical Fitness and Sports. An effort to establish councils in each of the States. Thirty-three States presently have councils.

Demonstration Center Schools. A program to create a network of schools where interested persons may see outstanding programs in action. Fourteen States presently have Demonstration Center Schools.

Physical Fitness and Sports Clinics. Leadership training clinics for teachers, coaches, recreation supervisors, and others. Ninety-three clinics, were conducted since 1962.

National Health Objectives. A program by health agencies to develop measurable preventive health care

(See COUNCIL, page 7)

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201.
Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Giese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Dona D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Ronald H. Walker, Leon J. Weil, and David A. Werblin.
Staff members are: C. Carson Conrad, Executive Director; Richard O. Kesler, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes, Ed.D., Director of Sports Administration; and Chris Geisthauyes, Research Analyst.
Editor: George Markey.

New Army Fitness Program To Mold Troops Fit to Fight

Faced with increasing concern over the physical fitness of our troops, the Department of the Army has launched a major total fitness program designed to make soldiers "fit to fight".

The all-new program features an academy for training instructors, a physical fitness research institute for assimilating current biomedical research into military tasks and lifestyles, and an Over-40 Program designed to introduce older personnel to exercise through carefully monitored, medically sound efforts.

If this comprehensive approach is successful, it will serve as a model for all other military components which have experienced difficulties maintaining combat readiness.

The Army estimates that more than 10 percent of soldiers between ages 17 and 39, of both sexes, cannot pass the standard physical readiness test. Roughly 15 percent of male officers and 20 percent of male noncommissioned officers age 40 and above do not meet the Army's weight-to-height standards. In addition, treadmill tests of over-40 populations indicate that the cardiovascular fitness of Army personnel is roughly the same as that of the general population—only fair.

The PCPFS has been asked to assist the Army in its role as the lead Department of Defense agency in upgrading service physical training programs.

Beaming PCPFS officials and their wives were recent guests of President Regan at a reception in the East Ballroom of the White House. From left, they are: Willard V. and Harriet Harris, PCPFS Chairman George Allen and Etty, and Phyllis and Saul Marell. Harris and Marell are Council Special Advisors. Harris is president of Rampart General, Irvine, CA, and Marell is president of Seaboard Industries, Inc., Monterey Park, CA.

PCPFS Chairman Allen to Coach USFL's Chicago

George Allen, Chairman of the PCPFS, officially returned to pro football on June 21 as head coach, general partner, and chairman of the board of Chicago's franchise in the newly-formed 12-team United States Football League.

A buoyant Allen, former coach of the Washington Redskins and Los Angeles Rams, then declared that "America is ready for another professional football league," and predicted that his team will be competitive with almost any NFL team in three years.

Allen, who achieved a 116-47-5 record in 12 seasons as an NFL head coach, thus returns to Chicago where in 1963 as defensive coach under George Halas he helped the Bears capture their last NFL league crown.

Chicago's USFL franchise, which is still unnamed, is expected to play its home games in Soldier Field, home of the Bears.

Boxing Injuries Drop

Officials credit a special headgear which protects the cheek and nose for the outstanding safety record of the U.S. Naval Academy boxers who suffered only seven nose injuries during more than 90,000 rounds of competition.

Film Project to Stress Fitness In School Phys Ed Program

A joint project is underway to develop instructional films and teacher guides for use in conducting fitness activities in school physical education.

The cooperative project is being carried out by the PCPFS which provides the technical expertise for film production and prepares teacher guides; the Walt Disney Education Media Company which produces the film and prints the guides; and participating Blue Cross/Blue Shield Plans which purchase the materials and offer them to schools at no cost as a public service. Disney Education Media also makes a limited public service contribution of materials.

The first phase of the program, which was completed in 1981 and is designed for the junior high school level, is called "Fit to be You." The senior high school phase, "Fitness for Living," was completed early this year and 300 sets of film (three 12-minute films per set) and 9,000 teacher guides are currently being distributed.

A series of workshops introduces the program to teachers in the areas where Blue Cross/Blue Shield plans participate. These workshops are conducted in cooperation with state, county and city school district supervisors of health, physical education and recreation.

AAFDBI Conference

The annual American Association of Fitness Directors in Business and Industry Conference will be held Sept. 14–17 in San Diego. Contact: Sheryl Marks, Conference Planning Hq., General Dynamics, CRA, 9115, Clairemont Mesa Blvd., San Diego, 92123, CA.

Liston Reelected

James Liston, Director of the Governor's Council on Health and Fitness for Illinois, has been reelected President of the National Association of Governors' Councils. He will be a direct liaison for the states to the PCPFS.

Jaycees Seek U.S. Leaders In Fitness

The U.S. Jaycees, in cooperation with the PCPFS, have launched a national program, under the sponsorship of Allstate Life Insurance, to recognize 10 individuals each year who have demonstrated outstanding leadership in the area of physical fitness.

Those selected will receive national recognition at the U.S. Jaycees First Annual Healthy American Fitness Leaders Awards Congress on September 23 in Washington, DC.

Individuals will be selected on the basis of their achievements or contributions in any three of the following areas:

- Development of new methods in physical fitness and health.
- Overcoming a physical hardship or limitation.
- Creation of a nationwide program fostering better physical fitness and health.
- Success in influencing national attitudes toward fostering improved fitness and health.
- Contribution of voluntary service to community, state or nation in fitness and health.
- Scientific or technological contributions to improved physical health.
- Success in the field of fitness and health in today's education system.

The goal of the program is to further the personal growth, fitness and health of America.

Nominating rules follow: Individuals may be male or female, 18 years or older, must be American citizens or have applied for citizenship by Jan. 1, 1982, and be of good moral or religious character.

Nomination forms are available from: Healthy American Fitness Leaders, P.O. Box 7, Tulsa, OK 74121.

Nation to Run on Oct. 9

"It's your life—Run it!" is the theme of this year's Running and Fitness Day on October 9 sponsored by the American Running and Fitness Association and PCPFS.

President's Council members and staff gathered in Washington on May 4 for their second quarterly meeting. They are: First row: Chairman George Allen, center, who is flanked, from left, by PCPFS members David A. Werblin, Donald L. Cooper, M.D., Bernard R. Cahill, M.D., and Leon J. Weil. Second row, from left are PCPFS staffers Richard Keelor, Ph.D., Ash Hayes, Ed.D., C. Carson Conrad, Executive Director; Glenn Swengros, members Mark Lee Saginor, M.D., Wayne Newton, and Warren K. Giese, Ph.D., Consultant York Onnen, PCPFS member Rev. Donn D. Moomaw, and PCPFS staffer Matthew Guidry, Ph.D.

Miller Beer Helps Fund Olympic Training Center

William Simon, president, United States Olympic Committee, announced that Miller High Life beer will provide major funding during the next three years to help underwrite the operation of the Olympic Training Center in Colorado Springs, Colo.

"Miller High Life has guaranteed a minimum of $3 million to assure the center has operating support through the 1984 Olympics," said Simon.

Lauren Williams, executive vice president, Miller Brewing Compeny, said "Miller High Life has made a long-term commitment to American sports. We want to give American athletes the best chance to excel in the 1984 Olympics and other international competitions."

"The Training Center concept is a bold approach to provide increased competition opportunities for athletes without regard to age or ability including all athletes from novice to elite," said Simon, adding that "our goal is to expose as many of the youth of our country to significant concepts in athletic training and development which the USOC is capable of providing."

Simon went on to say "unlike the other national Olympic Committees of the World, the USOC receives no continuing subsidy from the federal government. We depend on the generosity of the American public and American corporations such as Miller for our financial support."

The USOC's 34-acre site provides an excellent location for the training of the nation's Olympic hopefuls. Since the enter opened in 1977, more than 40,000 athletes from some 30 sports have used the center.

Fitness Is Good Business

Eugene, OR, has underwritten a comprehensive health and fitness program designed to reduce costs while improving the well-being of the city's employees.

Posing in this group photo are approximately a score of the 44 Special Advisors who met for the first time with PCPFS members and staff last February in Bartlesville, OK. During this meeting the President's Council adopted a resolution supporting the Olympic Coin Bill introduced by Rep. Fernand J. St. Germain (D-R.I.) Shown in the group are, first row from left: Darrell Eagle, Public Relations Consultant to Chairman George Allen, Special Advisor Richard E. Cremer, Richard McLaughlin, representing Special Advisor Edward H. Budd; C. Carson Conrad, PCPFS Executive Director; Special Advisor Donna de Varona, George Allen, Special Advisors Katherine V. Switzer, and Charles M. Kittrell. 2nd row, from left: Special Advisors Charles F. Hathaway, James L. Daniell and Willard V. Harris; PCPFS member Donald L. Cooper, M.D., PCPFS staffers Glenn Swengros and Richard Keelor, Ph.D., Special Advisor Jack Donnell, and Consultant Bob Guelick. 3rd row, from left: Special Advisors Jess A. Bell, O.H. Frisbie and Ray C. Robbins; PCPFS staffer Matthew Guidry, Ph.D.; Special Advisors Edward W. Frantel and Philip G. Howlett; PCPFS member Ronald H. Walker, Special Advisors Richard W. Kazmaier, Jr. and Saul Marell; and PCPFS member Warren K. Giese, Ph.D.

44 Top Advisors Serve as Liaison With Private Sector

Forty-four prominent Americans, many of them corporate chief executive officers, have agreed to lend their management and promotional skills to the national physical fitness and sports program. In their capacity as Special Advisors to the PCPFS, the members of the group meet periodically with the council staff to receive detailed briefings and recommend courses of action.

The Special Advisors will devote a major part of their efforts to strengthening the working relationship between the President's Council and the private sector, advising PCPFS staff members on matters affecting the development of employee fitness programs, and providing counsel on program development and administration.

The advisory group met for the first time with PCPFS members and staff in Bartlesville, OK, in February, and their second session was in Colorado Springs early in June. The Special Advisors are:

Jess A. Bell, President, Bonne Bell Inc., Lakewood, OH; Norman Brinker, Chairman of the Board, Steak & Ale Restaurants of America, Inc., Dallas, TX; Edward H. Budd, Chairman and Chief Executive Officer, The Travelers Insurance Companies, Hartford, CT; John G. Carlson, Vice President for Public Affairs, Texas Air Corpration, Houston, TX; Suzy Chaffee, athlete and entertainer, Marina Del Rey, CA; Otis Chandler, Chairman of the Board and Editor-in-Chief, *TIMES MIRROR*, Los Angeles, CA;

ALSO: Peter H. Coors, Senior Vice President, Adolph Coors Company, Golden, CO; Richard E. Cremer, President and Chief Executive Officer, Signature, Evanston, IL; James L. Daniell, President, RMI Company, Niles, OH; Donna de Varona, TV commentator, New York, NY;

ALSO: Jack Donnell, President, The Charter Company, Jacksonville, FL; James L. Ferguson, Chairman and Chief Executive Officer, General Foods Corporation, White Plains, NY; James Fixx, Author, Riverside, CT; Howard F. Fletcher, Partner, Douglas Management Corporation, Atherton, CA; Edward W. Frantel, President and Chief Executive Officer, The Seven-Up Company, St. Louis, MO; O.H. Frisbie, Chairman of the Board, Atlas Van Lines, Inc., Detroit, MI;

ALSO: Willard V. Harris, President, Rampart General, Irvine, CA; Charles F. Hathaway, President, The Los An-

(See PCPFS, page 6)

PCPFS Lineup of Special Advisors

(Cont'd from page 5)

geles Athletic Club, Los Angeles, CA; Philip G. Howlett, Publisher, *SPORTS ILLUSTRATED*, New York, NY; Robert Hyland, Regional Vice President, CBS Radio, St. Louis, MO; Richard W. Kazmaier, Jr., President, Kazmaier Associates, Inc., Wellesley Hills, MA; Davis T. Kearns, President and Chief Operating Officer, Xerox Corporation, Stamford, CT; Thomas V. King, General Manager, The Merchandise Mart and Apparel Center, Chicago, IL; Charles M. Kittrell, Executive Vice President, Phillips Petroleum Company, Bartlesville, OK;

ALSO: Milton S. Kronheim, Jr., Chairman of the Board, Milton S. Kronheim & Co., Inc., Washington, DC; James A. Lovell, Jr., Group Vice President, Centel Business Systems, Chicago, IL; Charles Luckman, Chairman and Chief Executive Officer, Luckman Management Corporation, Los Angeles, CA; Guy O. Mabry, Senior Vice President, Owens-Corning Fiberlgas Corporation, Toledo, OH; Saul Marell, President, Seaboard Industries, Inc., Monterey Park, CA; Archie J. McGill, Vice President, AT&T, Basking Ridge, NJ; Joseph F. McKinney, Chairman of the Board and Chief Executive Officer, Tyler Corporation, Dallas, TX;

ALSO: Preston Moore, President, Wilson Business Products, Systems and Services, Inc., Houston, TX; J. Richard Munro, President and Chief Executive Officer, Time, Inc., New York, NY; Ray C. Robbins, Chairman of the Board, Lennox Industries Inc., Dallas, TX; Samuel Schulman, Principal Owner, The Seattle SuperSonics, Los Angeles, CA; Dinah Shore, actress-singer, Beverly Hills, CA; Alex Spanos, President, Spanos Industries, Stockton, CA; Katherine V. Switzer, Director of Sports Programs, Avon Products, Inc., New York, NY; Waller Taylor II, Partner, Adams, Duque and Hazeltine, Los Angeles, CA.

ALSO: Jere W. Thompson, President, The Southland Corporation, Dallas, TX; Susie Timken, Canton, OH; Preston Robert Tisch, President and Chief Operating Officer, Loew's Corporation, New York, NY; Donald Trump, President, Trump Organization, New York, NY; and Jerrold Wexler, Chairman of the Board, Jupiter Industries, Inc., Chicago, IL.

Reagan Film Available

Prints of the film, "President Reagan Speaks for Fitness and Sports," are available for $55, prepaid, from Cinema Sound, 1011 Arlington Boulevard, Arlington, VA 22209.

The 9½-minute, 16mm color feature was filmed during a February 2 White House reception for the members, staff, special advisors and medical consultants of the PCPFS. It includes the President's remarks and scenes of him mingling with his guests.

Reagan Formally Accepts Olympic Games in L.A.

President Ronald Reagan has sent his formal acceptance for the 1984 Los Angeles Olympic Games, confirming the Games would be run in compliance with the Olympic charter.

In his letter to Juan Antonio Samaranch, IOC president, he said, "It is my pleasure to reiterate the assurance of the American people to welcome the Olympic Games to Los Angeles in 1984 and state that the Olympic charter will be enforced."

Cardiac Rehab Workshop

The Cardiac Rehab Workshop will be held Sept. 20–24. Contact is: Philip K. Wilson, EdD, Workshop Unit, La-Crosse Exercise Program, 141 Mitchell Hall, Univ. of Wisconsin, LaCrosse 54601, WI.

Sports Medicine Symposium

The Sports and Tennis Medicine Symposium will be held on Nov. 7–12 at New Braunfels, TX. Contact: Robert P. Nirschi, M.D., 3801 N. Fairfax Dr., Arlington, VA 22203.

Council Lauded By President

(Cont'd from Page 1)

George Allen, Chairman of the PCPFS, presented the President a pair of chrome-plated weights, saying that they would help get him in shape to carry the heavy burdens of his office. "It's great to have a President who is a good personal example of fitness," he said. "With his leadership, we can solve our problems."

President Reagan mingled with his guests, greeting most of them personally, before retiring to his quarters. In a parting statement, he said: "You keep working on the people, and I'll keep working on the budget, and we'll get both in shape."

In a lighter vein, the President noted that there are lots of joggers in Washington. "We also have a lot of people who can run in place without getting out of their chairs," he added.

Nat'l Capital Clinic Selected by Council

George Mason University in Northern Virginia has been selected for a PCPFS regional physical fitness clinic during the 1982–83 school year.

The National Capital Regional Clinic is set for April 28–29, 1983. Information is available from Dr. Julian Stein, Professor of Physical Education, George Mason University, 4400 University Drive, Fairfax, VA 22030.

Colleges interested in hosting clinics during the fall of 1983, or after, should write for guidelines to Glenn Swengros, Director of Federal-State Relations, President's Council on Physical Fitness and Sports, 400 6th Street, S.W., Washington, DC 20201 (202/755-7479)

New Certification Program

A new program for certifying Fitness Instructors to direct programs for healthy people has been developed by the American College of Sports Medicine.

Council Gears Up to Achieve White House Fitness Goals

(Cont'd from page 2)

goals to be achieved by 1990. The PCPFS is responsible for physical fitness and exercise goals.

Sports Festivals. A program for promoting State and community sports games and festivals. A cooperative effort by the PCPFS, the USOC, the AAU, and the National Association of Governors' Council on Physical Fitness and Sports.

Fitness for Law Enforcement Personnel. A program for implementing on a national scale the model program developed at the University of South Carolina.

Romper Room. PCPFS staff members are technical advisors on the exercise segments of the syndicated children's TV show.

State Champion Schools. A recognition program for those schools qualifying the highest percentage of eligible students for the Presidential Physical Fitness Award. Sponsored by the PCPFS and the American Alliance for Health, Physical Education, Recreation, and Dance.

Federal Interagency Fitness Council. A group established by the PCPFS to promote the development of Federal employee fitness programs. Approximately 40 Federal departments and agencies participate.

Military Physical Fitness. A program to establish an Armed Forces Physical Fitness Academy and to upgrade military fitness standards and programs.

Physical Exercise Pays (PEP). A program providing films, booklets, and promotional support for fitness activities involving emergency services personnel, the elderly, pre-school children, and the family. Sponsored by the Travelers Insurance Companies of America, in cooperation with the PCPFS.

National Youth Track and Field. A series of local, district, and State meets culminating in a national championship competition. For boys and girls aged 10–15 years. Sponsored by the PCPFS and the Hershey Foods Corporation.

Physical Fitness Report Cards. A pilot program in the Tulsa, OK, schools to develop a computerized reporting system for school physical fitness programs. Funded by the Campbell Soup Company, with administrative support from the Aerobics Institute and technical direction from the PCPFS.

Jesse Owens Games. A national track and field program for playground athletes aged 10–15 years. Sponsored by ARCO and the PCPFS.

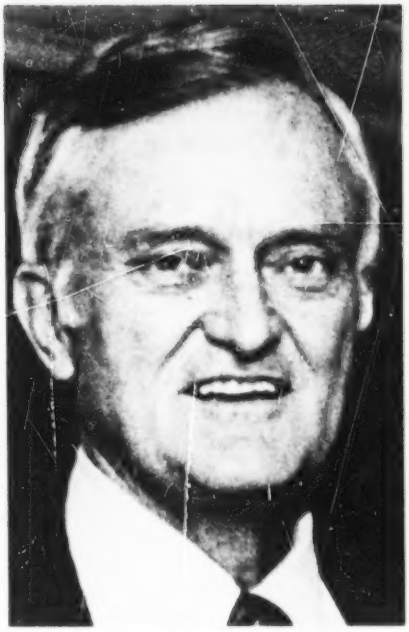
Healthy American Fitness Leadership Awards. A recognition program, Sept. 23, Sheraton Washington Hotel, Washington, DC. Funded by Allstate Insurance Company and administered by the PCPFS and the United States Jaycees.

Employee Physical Fitness Program. An effort to promote the development of workplace programs in both the public and private sectors. The PCPFS established the American Association of Fitness Directors in Business and Industry in 1974 and still provides technical and promotional support.

Every Child a Swimmer. A school and community instructional program. Conducted by the International Swimming Hall of Fame and the PCPFS.

Proceedings on Fitness and Aging. Papers presented at the national conference have been published, and 20,000 copies are being sent to conferees, other individuals, and senior centers and agencies. A joint effort of General Foods Corporation and the PCPFS.

"Take the Time." A program of clinics, films, publications, and TV and radio promotion focusing on the exercise needs of working women. Sponsored by the California Raisin Advisory Board and the PCPFS.



HAYES

Ash Hayes Gets Council Sports Slot

Ash Hayes, Ed.D., supervisor of health, physical education and athletics for the San Diego Unified School District since 1965, has been named Director of Sports Administration for the President's Council on Physical Fitness and Sports. He will be responsible for federal relationships with amateur sports governing bodies, and will direct the council's sports medicine and exercise science services.

He took a 2-year leave of absence from his San Diego duties in 1975–77 to serve as Director of Federal-State Relations for the PCPFS. Since that time, he has been a consultant to the PCPFS specializing in the development of educational films and in the organization of sports medicine workshops for administrators, coaches and exercise scientists.

A native of Iowa, he did his undergraduate studies at Michigan State and San Diego State and earned his master's and doctor's degrees at UCLA, where he later taught physical education for four years. In San Diego, he was a classroom teacher, coach, physical education chairman and director of athletics before becoming a supervisor.

et cetera

Fitness Top Priority in L.A.

A resolution by the Los Angeles Basin Park and Recreation Commissioners and Board Members encourages organizations within its jurisdiction to carry out an effective program and provide leadership in making physical fitness a high priority for the park and recreation profession.

AAHPERD Names Dr. Razor

Dr. Jack E. Razor, Dean of the College of Applied Science and Technology at Illinois State University, has been appointed as executive vice president of the American Alliance for Health, Physicai Education, Recreation and Dance.

Va. and Mo. Make It 33

Virginia and Missouri have recently established Governors' Councils on Physical Fitness and Sports, bringing the national state total to 33. Connecticut, formed in 1959, is the oldest existing Council.

Hockey Goalie Mask OK'd

The AMA House of Delegates has adopted a resolution endorsing the mandatory use of an adequate cage face mask for goalies in all amateur, high school and college hockey programs in the nation.

PCPFS Offers Single Copies Of Fitness, Aging Conference

Synopses of the papers presented at the National Conference on Fitness and Aging now are available. Single copies of the report may be obtained by writing or telephoning Alice Wheaton, the President's Council on Physical Fitness and Sports, 400 Sixth Street, S.W., Washington, DC 20201 (202/755-7479).

The conference was sponsored by Post Cereals and Sanka Brand Decaffeinated Coffee of the General Foods Corporation. Presentations highlighted the latest research findings and program techniques in exercise and physical fitness for the elderly.

Exercise in Competition

HHS Secretary Richard S. Schweiker has established an annual competition among health professional students to encourage new ideas in health promotion and disease prevention. Included among the areas of emphasis in this competition is fitness and exercise.

Illinois Fitness Day

Illinois Fitness Day will be held on October 6 in various cities in the state. For further information contact the Illinois Governor's Council on Health & Fitness at (217) 785-8216.

"Children in Sports" Film

A 28-minute film, "Children in Sports," is being produced by the Hershey Foods, Corp., in cooperation with the PCPFS.

Focusing on the lifetime benefits of sports participation, this television length film places emphasis on fitness and nutrition as essential factors for maximum achievement. A wide variety of activities is featured, including soccer, ice hockey, track and field, football and swimming.

Onnen PCPFS Consultant

York E. Onnen, who has served as a communications officer in the Public Health Service for the past six years and is also a member of the military reserves, has joined the PCPFS staff as a consultant to develop and coordinate fitness programs in the uniformed services.

Council Cites 3 Retirees

Three PCPFS retirees were presented certificates for exemplary service at the May 4 meeting of the council. Honored were George Marker, former Information Specialist and NEWSLETTER editor; Doris Gordon, formerly secretary to the Executive Director; and Marty Mattingly, former Administrative Assistant.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER

NOVEMBER 1982

WASHINGTON POST-ABC NEWS POLL

53% of U.S. Adults 'Exercise Strongly' Daily

A majority of adult Americans (18 years and older) say they "exercise strongly" every day, according to a new Washington Post-ABC public opinion poll. So far as the PCPFS has been able to determine, the participation figure of 53 percent is the highest ever reported in a poll that asked the respondents if they exercised daily and also defined what is meant by "exercise strongly."

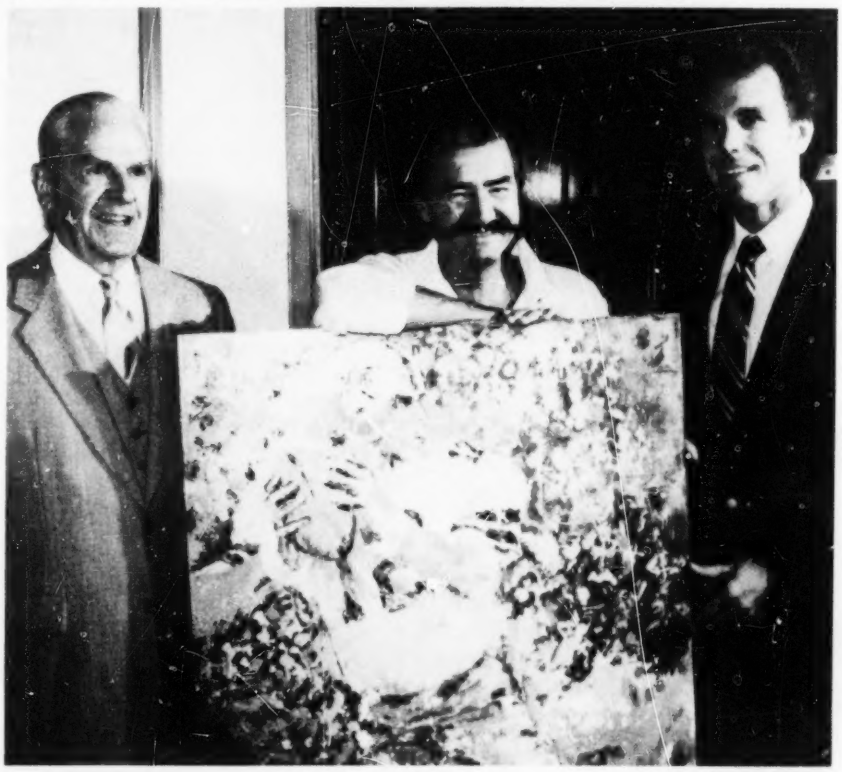
The poll asked a representative sample of adults whether they "exercise strongly for a total of 20 minutes or so a day." Exercising strongly was described as "any activity that causes your breathing and heartbeat to increase rapidly and strongly," a definition frequently used for aerobic activities such as running and swimming.

Nearly 60 percent of the men said they exercise daily, as compared to 46 percent of the women. At the opposite ends of the age spectrum, the figures were 40 percent for those over 60 and about 66 percent for those 18 to 30 years old.

Twenty-six percent of the respondents said they exercised every few days, and only 21 percent reported they exercised once a week or less.

While the Washington Post-ABC News figure is the highest of its kind, it is not out of line with other poll results. The Gallup Leisure Activities Index, which generally is considered to be one of the more reliable polls, reported a participation figure of 24 percent in 1961 and recently has reported figures as high as 47 percent.

The Washington Post and ABC News did find some evidence that the poll respondents might be giving themselves the benefit of the doubt. Some of them, when questioned more closely, indicated that they thought they got sufficient exercise through their work to satisfy the poll's definition of vigorous exercise. Some of those responding in that fashion seemed to be working in relatively undemanding jobs.



Famed American sports illustrator LeRoy Neiman, center, presents his painting of Roger Staubach to the former Dallas Cowboys quarterback, who is shown cocking his arm and getting set to pass. The presentation to Staubach, currently a PCPFS member and CBS–TV football commentator, was made at the Council's quarterly meeting in the U.S. Capitol Building. The pleased Staubach fan on left is Kentucky Rep. William H. Natcher, Chairman of the Subcommittee on Labor, HHS, and Education Appropriations.

HE 20.109:

Interscholastic Sports Declines During 1981–82

The number of boys participating in interscholastic sports declined for the fourth consecutive year in 1981–82, and girls' participation also was down slightly following a sharp growth spurt in 1980–81.

Brice Durbin, Executive Director of the National Federation of State High School Associations, attributed the declines to two factors: (1) declining school enrollments, and (2) refinements in the methods of collecting information. Some States that previously estimated the number of participants are now conducting comprehensive surveys.

Participation for both boys and girls peaked in the 1977–78 school year at 4.36 million and 2.08 million, respectively. Current figures are 3.41 million and 1.81 million.

Basketball easily is the most popular girls' interscholastic sport, with 415,381 individuals and 17,089 schools taking part. In boys' sports, football has the most participants (927,666), but basketball is played in more schools (17,922).

By far the fastest growing sports are boys' soccer, which gained 11,791 participants, and wrestling, which picked up 11,078.

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Giese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Ronald H. Walker, Leon J. Weil, and David A. Werblin.

Staff members are: C. Carson Conrad, Executive Director; York E. Onnen, Director of Program Development (Acting); Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes, Ed.D., Director of Sports Administration; and Chris Geletkanycz, Research Analyst.

Editor: George Marker.

COMMENTARY

What Ever Happened To Old What's Its Name?

WE HAVE NOTICED recently a dramatic increase in the number of councils and committees on wellness and health promotion. We also are getting lots of invitations to holistic health seminars and quality-of-life symposiums. Frequently, we are bombarded with notices of health/fitness conferences.

WHAT EVER BECAME of plain old physical fitness? Isn't there anyone out there anymore telling people how to get a good workout? Or is everyone preoccupied with high-density lipids, bad cholesterol, and integration of body and soul through diet and yoga?

IF WE SOUND a little testy, we are. Not simply because wellness and that ubiquitous hybrid, health/fitness, often are promoted at the expense of physical fitness. Not even because we believe some professions are hitching a free ride on a movement they spurned in the beginning. Our real concern is that the emphasis on physical fitness—strength, endurance, and flexibility—will be lost in the rush to hop aboard every new trend that passes by.

IT'S USEFUL to recall how the fitness movement began nearly 30 years ago. It *wasn't* because Americans were having lots of heart attacks, which they were. It wasn't even because our health wasn't as good as it should have been, which it wasn't. Quite simply, it was because most Americans—especially most young Americans—weren't as strong as they should have been and tired too easily.

SOME PEOPLE always have been uncomfortable with the prosaic origins of the fitness movement. They prefer the classroom to the gymnasium, a business suit to a sweatsuit, and a brisk discussion to a hard workout.

WE WERE REMINDED how deeply entrenched those attitudes are during our recent move to new offices. In sorting through the files, we discovered a confidential 1962 memorandum to one of President Kennedy's aides that described some of the problems encountered in trying to get schools to strengthen their physical fitness programs.

ACCORDING to the memo, physical educators, who had been counted on as allies, were proving to be a major roadblock. Many of them insisted there was no youth fitness problem and tried to discredit individuals and research that indicated otherwise. Some conceded that there was a problem but objected to publicity on the grounds that it reflected adversely on them and their profession.

ONE OF THE STRANGEST features of the opposition was the strenuous objection to use of the word "exercise." Suggestions that physical education should involve large amounts of physical exertion and perspiration were seen as threats to the physical educator's position in the academic world.

AN APPARENT aversion to use of the term "physical fitness" indicates that something very much like that attitude still exists. It would be tragic if we let that lead us away from a widely-accepted and sorely-needed emphasis on physical development and physical performance. After all, it was the physical fitness movement—*not* the wellness movement—that put millions of runners in the streets, millions of cyclists on the roads, and millions more in gyms and dance studios all across America.

10 Healthy American Fitness Leaders Honored

September 23 will be long remembered by the ten winners of the 1982 national Healthy American Fitness Leader award and the more than 600 fitness leaders who gathered in Washington, D.C. to honor them.

Sponsored by The U.S. Jaycees, Allstate Insurance Company and the PCPFS, this annual competition recognizes the contributions and achievements of men and women who are actively involved in the promotion of physical fitness in our country. The awards banquet that evening focused on a variety of efforts underway to assure that all Americans have an opportunity to achieve their fitness goals.

These include the highlighting of advances being made in our armed services where the Army has been designated as the Department of Defense lead in promoting fitness among its military, civilians and dependents; also representatives from business and industry who have created fitness programs for their employees; administrators and elected officials who have taken the lead in creating and implementing fitness programs for their constituents; researchers and academicians who have maintained a high level of interest and quality in the physiologic and emotional aspects of fitness; and the mass media leaders who have inspired millions of Americans to get out and exercise regularlly.

"If I were to sum up the significance of this program in one word," said PCPFS Chairman George Allen, "that word would be leadership. It is practiced by the Jaycees, a strong and vibrant presence in communities across the land; our friends and colleagues at Allstate Insurance who have seen the tremendous impact such programs can have on promoting healthier lifestyles; and the greater community of the PCPFS who practice what this program stands for every day of their lives."

While in Washington, the winners were given national publicity through press conferences and interviews, and they had an opportunity to visit with congressional delegations from their home states. The honorees and their friends were also taken on a special

(See FITNESS, page 5)

Shown here are the 10 Healthy American Fitness Award winners, who are accompanied by George Allen, PCPFS Chairman; Roger Staubach, PCPFS member and M.C. for the banquet; and Ray Kiefer, President of Allstate Life Insurance. Front row, from left, Richard Simmons, Thomas Cureton, Jr., Rep. Beverly B. Byron, Jack LaLanne, Jess A. Bell, Joseph E. Curtis, and Ray Kiefer. Back row, from left, Dr. Charles A. Bucher, George Allen, Dr. James A. Nicholas, Roger Staubach, Lt. Col. (U.S. Army) Gerald C. Werner and James J. Carnes.

TAHPER Holds Convention

The Annual Sports Medicine Symposium will be held Jan 27–29, 1983 in San Antonio. Contact Jesse C. DeLee, M.D., University of Texas Health Science Center, 7703 Floyd Curl Dr., San Antonio, TX 78284.

Judging from these now-and-then photos, it appears that we nearly worked Dick Keelor to the bone during his nine-year stint with the PCPFS. Obviously, he is more recognizable as the 180-pound jogger shown taking a workout near the U.S. Capitol. But would you believe he was the 260-pound bone-cruncher on right who played offensive guard in the 1960s with the L.A. Rams, San Diego Chargers and Denver Broncos? We'll miss them both.

Dick Keelor Leaves Council, Takes Fitness Post With Campbell Soup

Richard O. Keelor, Ph.D., a member of the PCPFS staff for nine years, has joined the Campbell Soup Company as General Manager of Health/Fitness Systems, a new business division.

Keelor will be responsible for developing or acquiring new fitness and nutrition programs and products. He also will serve as president of Campbell's new nonprofit Insitute for Health and Fitness, which will be engaged in developing educational and promotional programs. One of the institute's tasks will be to develop an employee fitness program at the company's Camden, NJ, corporate headquarters.

Keelor played briefly with the Los Angeles Rams and other professional football teams and coached at Beverly Hills, CA, High School before joining the PCPFS. He was Director of Federal-State Relations for four years and Director of Program Development for five years.

Asked to describe how things have changed during his years with the PCPFS, Keelor said: "Exercise has evolved from something that people viewed as a frill into something that enjoys acceptance by both the general public and the medical community as an essential part of daily life. When I first came to Washington, people still were writing articles entitled 'Fit for What?' There were still physical educators who were asking why kids needed to develop strength and endurance. You don't hear much of that anymore."

Southland to Honor Top Amateur Athletes

A nationwide program to recognize amateur athletes was announced by The Southland Corporation of Dallas, a major sponsor of the 1984 Olympic Games.

The program will honor 100 athletes each year on the basis of excellence in their sport, academic achievement and leadership qualities.

Preliminary nominations for candidates for the Olympia Award, a reproduction of a Greek vase presented to the winner in the 5th Century Panathenaic Festivals in Athens, will be made by the nation's high school and college coaches and by amateur federations and associations.

'Throwing Sports' Parley

The U.S. Baseball Federation and the U.S. Olympic Committee Sports Medicine Council will cosponsor a conference entitled "Upper Extremities in Throwing Sports, Feb. 10–12, 1983 in Atlanta. Contact: U.S. Olympic Committee, Sports Medicine Division, 1750 East Boulder St., Colorado Springs, CO 80909 (303) 578–4575.

Dorothy Hamill, PCPFS member, Ice Capades star and Olympic figure skating gold medalist, gets hug from Richard Simmons, Jaycees award winner.

Fitness Leaders Are Honored

(Cont'd from page 3)

guided tour of the U.S. Capitol which was hosted by Indiana Senator Richard Lugar.

For additional information on this program, contact York E. Onnen, Director for Program Development (Acting) at the PCPFS.

The 1982 honorees are:

Jess A. Bell, 57, president of Bonne Bell, Inc. A leader in the creation of exercise programs within the business community, he established the Bonne Bell 10 kilometer races, which are run in 14 U.S. cities and a number of foreign countries.

Dr. Charles A. Bucher, 69, a professor and administrator for the University of Nevada at Las Vegas. The author of several well-known textbooks on health and physical education, he has given freely of his time to some 25,000 students through his 45 years as a teacher, coach and administrator.

Rep. Beverly B. Byron, 50, U.S. Congresswoman from Maryland's Sixth District, who also chairs the Maryland Commission on Physical Fitness. She has developed and implemented numerous fitness programs at the state level in addition to promoting national fitness events for the National Wildlife Federation and the American Running and Fitness Association.

James "Jimmy" Carnes, 47, executive director of the Governor's Council on Physical Fitness and Sports for the state of Florida. A former head coach in track and field for the U.S. Olympic team, he now coordinates physical fitness activities throughout Florida, including the Sunshine State Games.

Thomas Cureton, Jr., 81, professor emeritus at the University of Illinois. Frequently called "the father of physical fitness in the United States," he has been a pioneer in the field, including establishment of the nation's first fitness research lab and his exercise programs for people with heart disease.

Joseph E. Curtis, 60, commissioner of human services for New Rochelle, NY. Curtis created CITY-FIT, an innovative physical fitness program which has become effective and popular in many communities nationwide and overseas.

Jack LaLanne, 67, president of the Jack LaLanne Co. He has popularized fitness and nutrition through his successful television show, which first aired in 1952 (the first syndicated fitness program) and his many books and records for home study.

Dr. James A. Nicholas, 61, founding director of the Institute of Sports Medicine and Athletic Trauma. His establishment of the Institute in 1973 at New York's Lenox Hill Hospital provided a nonprofit national research and clinical center devoted to the prevention and treatment of athletic injuries.

Richard Simmons, 34, has had a tremendous impact on the attitudes of Americans regarding nutrition and exercise. His enthusiasm and seemingly limitless energy are communicated through his syndicated TV show, books, records, a syndicated column and many personal appearances.

Lt. Col. Gerald C. Werner, 40, U.S. Army. Serving as the Army's action officer for physical fitness, he has brought many innovations to the fitness programs in the military services, which had been all but unchanged since the World War II era. An accomplished runner, he is also involved in youth sports.

Sheehan Sends Regrets

George Sheehan, M.D., PCPFS medical consultant and guru of jogging, was sorry he couldn't come to the Jaycees Banquet and he wrote this note to George Allen:

"I regret that a trip to Ireland is going to prevent me from attending the banquet. I otherwise would have been first on line. The President's Council is doing a lot to keep the pot boiling and America sweating."

Hershey's National Youth Track Meet Attracts Big Field

The North Central Regional team recently defeated highly-touted teams from the Pacific Southwest and Mid-Atlantic Regions at Charleston, W. Va., to win top honors at the National Finals of the 1982 Hershey's National Track and Field Youth Program.

The North Central Regional team accumulated 208 team points, three more than the Pacific Southwest Regional team, the meet's runner-up. The champion North Central Regional team was comprised of participants from Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Nearly 500 boys and girls, ages 9 to 14, from all 50 states and the District of Columbia, participated in the National Finals. They qualified for the all-expenses-paid trip by competing against more than 2.5 million youngsters in local, district and state meets held across the country this summer.

Sponsored by the Hershey Chocolate Company, in cooperation with the PCPFS, National Recreation and Park Association, and the National Track and Field Hall of Fame, the Hershey's program is the nation's largest youth sports participation program.

Computerized Report Card Program Aims at Getting Youth Back in Shape

"FITNESSGRAM, a program designed to measure and improve youth fitness, is a revolutionary concept aimed at getting America's youth back into shape," said Casey Conrad, Executive Director of The President's Council on Physical Fitness and Sports. "The Council believes it will help make all Americans aware of the importance of youth fitness."

In addition to the Council, the program is cosponsored by the Institute for Aerobics Research, Dallas, and Campbell Soup Company.

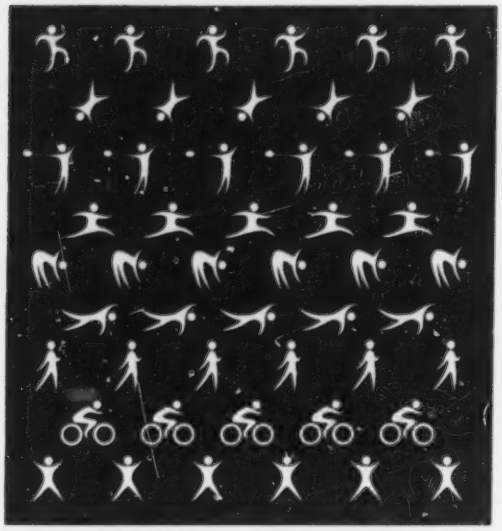
The FITNESSGRAM, a computerized fitness report card, provides parents with a physical fitness profile on their child and also features suggestions for the child to help improve his/her individual scores. This "exercise prescription" is based on information developed by the Institute for Aerobics Research, an internationally recognized leader in fitness research.

The profile is based on the child's performance in the AAHPERD Youth Fitness Test, developed by the American Alliance for Health, Physical Education, Recreation and Dance. It measures cardiovascular fitness, abdominal and upper body strength, speed with change of direction and explosive power. The six individual tests are: pull-

(See Fitnessgram, page 7)

Corporate Cup Relays

More than 1,500 athletes representing 400 corporations competed in the 1982 National Championship of the Corporate Cup Relays in Palo Alto, CA. Some 4,000 athletes had qualified for the Nationals in regional meets held in San Francisco, Los Angeles, Denver, Dallas, Minneapolis, Chicago, White Plains and Atlanta.



WHAT IS A WORKOUT?

■ A workout is 25 percent PERSPIRATION and 75 percent DETERMINATION. Stated another way, it is one part physical exertion and three parts self-discipline. Doing it is easy once you get started. ■ A workout makes you better today than you were yesterday. It strengthens the body, relaxes the mind, and toughens the spirit. When you work out regularly, your problems diminish and your confidence grows. ■ A workout is a personal triumph over laziness and procrastination. It is the badge of a WINNER - the mark of an organized, goal-oriented person who has taken charge of his, or her, destiny. ■ A workout is a wise use of time and an INVESTMENT in excellence. It is a way of preparing for life's challenges and proving to yourself that you have what it takes to do what is necessary. ■ A workout is a key that helps unlock the door to OPPORTUNITY and SUCCESS. Hidden within each of us is an extraordinary force. Physical and mental fitness are the triggers that can release it. ■ A workout is a form of REBIRTH. When you finish a good workout, you don't simply feel better. YOU FEEL BETTER ABOUT YOURSELF.

This motivational poster entitled "What Is A Workout?" which was written by PCPFS Chairman George Allen, received an enthusiastic response when it was provided by the President's Council to the nation's public and private high schools and colleges, YMCAs, JCCs, Boys' Clubs of America, and athletic clubs. Anyone desiring the poster should write to: President's Council on Physical Fitness and Sports, 450 5th St., NW, (R. 7103), Washington, D.C. 20001.

AP Lauds Allen Book

The Associated Press in its review of PCPFS Chairman George Allen's new book, "Pro Football's 100 Greatest Players," said its approach is "much like his football style, clean and straightforward." The book's publisher, Bobbs-Merrill, has signed Allen and his collaborator, Bob Olan, to write a sequel, "Football's Greatest Games."

Officers Elected to Lead NRPA

Harry G. Haskell, Jr., a former mayor of Wilmington, Del., was reelected for a fourth term as chairman of the Board of Trustees of the National Recreation and Park Association.

The Congress for Recreation and Parks, held Oct. 24–27, in Louisville, Ky., attracted some 3,800 delegates.

Other officers elected to lead the 16,000-member NRPA were:

Mary E. Grogan, director of the Modesto (CA) Parks and Recreation, as President; Dr. Herbert Brantley, associate dean of the College of Forest and Recreation Resources at Clemson University, as President-Elect; Barbara M. Schaible, on board of the Kansas Park and Resources Authority, as Secretary; and Ron Donohue, Superintendent of Parks for Boulder, Colo., as Treasurer.

Ted Forbes Honored

Ted Forbes, Ph.D., Professor of Physical Education at the University of California San Diego in La Jolla and former PCPFS Director of Sports Administration, was presented with the Distinguished Service Award by the President's Council.

Exercise Testing

A meeting on the Clinical Approach to Exercise Testing will be held in Orlando on Feb. 3–5, 1983. Contact Stephen P. Glasser, M.D., University of South Florida College of Medicine, Box 19, 12901 N. 30th St., Tampa, FL 33612.

Minnesota Celebrates

Minnesota proclaimed Oct. 3–9 as "Wellness Week" to promote the benefits of good health habits and improved lifestyles among its citizens.

National Fitness Classic Draws Heavy Turnout

Thirty teams made up of former National Football League stars, female athletes, and representatives of more than 50 companies took part in the first National Fitness Classic at the Houstonian in Houston, TX, in early October.

Because of the heavy turnout for the event, a repeat is planned for next May to coincide with the 1983 National Physical Fitness and Sports for All Month.

The purpose of the classic is to focus national attention on physical fitness and to raise funds for four sports-related charities: The Houstonian Foundation, The National Pain Foundation, The Women's Sports Foundation, and a new National Fitness Foundation.

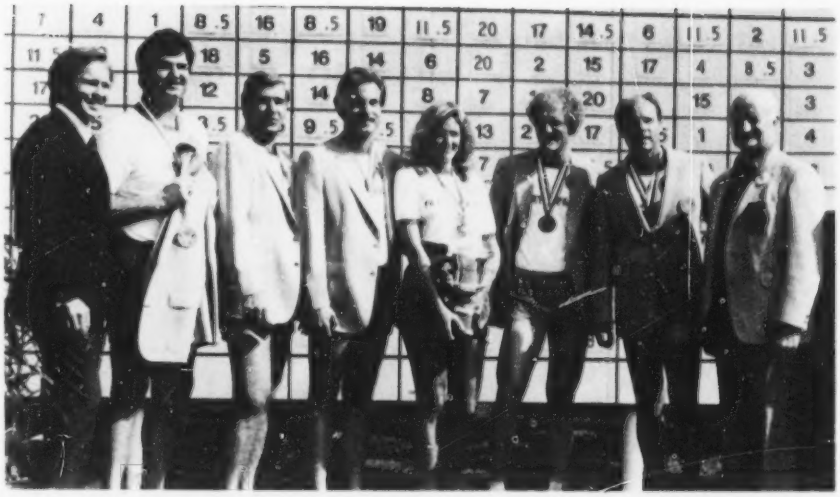
The success of the classic was due largely to the organizational and promotional efforts of Tom J. Fatjo, Jr. He is a member of the PCPFS and also founder of The Houstonian, which is an elaborate facility including conferences and fitness centers, a hotel, and a private club.

George Allen, the PCPFS Chairman, was chairman of the classic, and Roger Staubach, another Council member, was honorary chairman. The classic is cosponsored by the PCPFS and The Houstonian.

The winning classic team consisted of former NFL stars Billy Truax and Don Mullins; John Howard, 1981 winner of the Hawaii (Iron Man) Triathlon; and Texas business representatives Harry Hurt, Susan Menke, and John Peacock.

Among the prominent female sports personages taking part were Diana Nyad, Jackie Sorenson, Wilma Rudolph, Suzy Chaffee, Cathy Lee Crosby, Donna DeVarona, Wyomia Tyus, and Ann Meyers.

The NFL contingent, in addition to those already named, included Curly Culp, Danny Abramowicz, Donny Anderson, Pete Gent, Norm Bulaich, John David Crow, Buddy Dial, Lee Roy Jordan, Billy Kilmer, Ralph Neely, and Diron and Don Talbert.



Flanked by Tom Fatjo, Jr., left, founder/chairman of The Houstonian, and C. Carson Conrad, the PCPFS Executive Director, is the six-member winning classic team, from left: Billy Truax, John Peacock, Harry Hurt, Susan Menke, John Howard, Don Mullins.

Fitnessgram Program Launched

(Cont'd from page 5)

ups for boys and flexed-arm hang for girls; a shuttle run; standing long jump; 50-yard dash; sit-ups; and a distance run—one mile or 600 yards for children age 12 and under, and 1.5 miles for those 13 and older.

In addition to the results of the AAHPERD Test, the FITNESSGRAM provides information on: how a student ranks against the national norm for each test; an overall fitness score and its rank against the national norm; the student's height and weight; and the "exercise prescription" or recommended activities for improving fitness, as needed.

"The FITNESSGRAM will provide parents with valuable information pertaining to their child's fitness as well as guidelines to help track development," said Dr. Charles Sterling, Executive Director of the Institute for Aerobics Research and developer of the FITNESSGRAM.

"The program also can help physical education teachers determine fitness levels of individual students, whole classes and even entire grade levels and more importantly, the FITNESSGRAM can help teachers and school officials monitor their current physical education programs."

"The FITNESSGRAM Program is part of a new Health and Fitness Institute at Campbell Soup Company," said Dr. Richard Keelor, president of the institute. It was introduced this fall in approximately 30 schools, representing 9,000 students (grades 5–12) in Tulsa, OK. The test, scheduled to be conducted in October, 1982 and March, 1983 by physical education teachers, will be implemented throughout the state in September, 1983.

"FITNESSGRAM is a perfect extension of our current fitness programs in Tulsa," said Dr. Larry Zenke, Superintendent of Tulsa Public Schools. "We're proud to help launch such a worthwhile program that will help students and parents understand the importance of fitness in education."

The FITNESSGRAM Program is presented in cooperation with the National Youth Fitness Advisory Committee. Participating organizations include: the AAHPERD; American College of Sports Medicine; National Association of Governor's Councils on Physical Fitness and Sports; National Congress of Parent Teacher Associations; and National School Boards Association.

Doyle Gets Top H.S. Post

Alton (Al) Doyle, Executive Director of the N.Y. Public High Schools Athletic Association, has been elected president of the National Federation of State High Schools Associations.

Calif. Parks Back Fitness

The California Association of Park and Recreation Commissioners and Board Members has endorsed the concept of using park and recreation personnel and facilities to carry out an effective PF program in the state.

Long Distance Races For Children Faulted

In a statement approved by the American Academy of Pediatrics Executive Board, it was concluded that: "Long distance competitive running events primarily designed for adults are not recommended for children prior to physical maturation.

"Under no circumstances should a full marathon be attempted by immature youths (less than Tanner Stage 5 sexual maturity rating). After pubertal development is complete, guidelines for adult distance running are appropriate."

Soldiers Getting Slimmer

Some 300 male and female soldiers who have participated in a weight reduction program since 1981 at Ft. Eustis, VA, have each lost 20 pounds.

YMCA Holds Consultation

Managing and marketing health and fitness programs was the theme of the YMCA of the USA's 3rd National Consultation held in Chicago.

It's Nat'l PF & Sports MONTH for All Now

The President's Council on Physical Fitness and Sports has approved the resolution by the Council's Special Advisors to change the National Physical Fitness and Sports For All Week to the National Physical Fitness and Sports For All Month, which will be celebrated in May of each year commencing in 1983.

Posters and brochures that can be used to promote the month will be distributed to agencies that participated in Fitness Week last year. Agencies can select any week or day in May they wish to use to promote their fitness event(s).

For additional information, write: Matthew Guidry, Ph.D., Director, Community Programs, PCPFS, 450 Fifth Street, N.W., Judiciary Plaza—Suite 7103, Washington, D.C. 20001, telephone: (202) 272-3425.

Valuable Resource

The National Youth Sports Coaches Association trains and certifies coaches in the care, prevention and treatment of injuries; sport skills, rules, and the psychology of youth sports. NYSCA publishes a newsletter and first-aid booklet. Write: NYSCA, 1509 Military Trail, West Palm Beach, FL 33409.

Free Cardiac Rehab Info

The Directory of Cardiac Rehabilitation Units lists names, addresses and directors of exercise testing, exercise treatment centers and cardiac rehab treatment centers in the U.S. and Puerto Rico. Single copies are available free from the American Heart Association, 7320 Greenville Ave., Dallas, TX 75231.

State Champion Program

A total of 491 schools participated in the 1982 State Champion Physical Fitness Award Program sponsored by the PCPFS and AAHPERD.

Names of the three categories of winners were sent to the State Directors of the 50 States, the District of Columbia and Puerto Rico, as well as to Governors' offices, Governors' Councils, and hometown newspapers.

State Champion schools received a plaque and a certificate, and each Presidential Physical Fitness Award winner in a winning school received a State Champion emblem.

Exercise Benefits Elderly

A physical fitness research program for the elderly has shown that exercise activity has resulted in significant improvement of the participants, according to program director Herbert A. DeVries, Ph.D., of the University of Southern California's Andrus Gerontology Center.

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